

Message Text

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FM AMEMBASSY VIENNA
TO USDOC WASHDC
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UNCLAS VIENNA 8996

E.O. 11652: N/A

TAGS: BEXP, XH, AU

SUBJECT: US EXHIBIT AT BIENNIAL VIENNA ELECTRONICS FAIR
(IE 75) OCTOBER 22-25, 1975

REF: STATE 186205

1. OPENING DAY ACTIVITIES INCLUDED VISIT BY AMBASSADOR TO US EXHIBIT AND THOSE OF MANY OF 35 US COMPANIES REPRESENTED AT FAIR EITHER DIRECTLY OR THROUGH REPRESENTATIVES. AMONG US COMPANIES VISITED WERE 3M, HEWLETT-PACKARD, ROHDE & SCHWARZ/TEKTRONIKS, SCHLUMBERGER, DIGITAL EQUIPMENT, HONEYWELL AND TEXAS INSTRUMENTS.

2. HEWLETT-PACKARD AND HONEYWELL OFFICIALS MENTIONED DIFFICULTY OF OBTAINING US EXPORT LICENSES AS CONTINUING PROBLEM THEY FACE IN DEVELOPING EAST-WEST TRADE. AMBASSADOR DISCUSSED MATTER AT SOME LENGTH WITH BOTH EXHIBITORS TO SEE IF EMBASSY MIGHT HELP. IT APPEARS, HOWEVER, THAT HONEYWELL EQUIPMENT EXHIBITOR HAD IN MIND IS INELIGIBLE FOR LICENSE AND IN HEWLETT-PACKARD CASE SOME OF EE CUSTOMERS HAVE NOT SATISFIED END-USE REQUIREMENTS. 3M REQUESTED MARKET INFORMATION WHICH IS BEING PROVIDED.

3. US EXHIBIT WAS VISITED BY PRESIDENT OF VIENNA CHAMBER OF COMMERCE DR. MITTERER AND OTHER AUSTRIAN OFFICIALS. TRADE MINISTER STARIBACHER OPENED FAIR BUT COULD NOT VISIT ANY EXHIBITS BECAUSE HE HAD TO ATTEND AUSTRIAN CABINET MEETING.

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4. FIRST DAY THERE WERE 310 VISITORS TO US EXHIBIT AND 33 BUSINESS INTERVIEWS WERE CONDUCTED. US EXHIBIT WHICH IS MANNED BY EWTDO AND ECON PERSONNEL WHO CAN HANDLE FULL RANGE OF COMMERCIAL INQUIRIES DISPLAYS LITERATURE OF 75 COMPANIES. SOME COMPANY LITERATURE RECEIVED TOO LATE TO BE CLEARED THROUGH CUSTOMS IN TIME FOR DISPLAY.

5. PRE-EXHIBIT PROMOTION INCLUDED EMBASSY PRESS RELEASE, CIRCULAR LETTER TO EAST-WEST TRADING COMMUNITY AND PUBLICITY BY IE 75 MANAGEMENT AND PUBLIC RELATIONS STAFF.

6. US EWTDO APPRECIATES USDOC SUPPORT IN OBTAINING COMPANY LITERATURE.BUCHANAN

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